



## Charity Launches First Ever Docu-Series on Instagram's New IGTV

### *Longer-Form Content Helps the Movember Foundation Shed Light on the Challenges of Prostate and Testicular Cancer*

**MEDIA RELEASE, PHOTOS AVAILABLE Aug. 3, 2018** - The [Movember Foundation](#), the leading charity dedicated to changing the face of men's health globally, will premiere its first ever documentary series exclusively on Instagram's IGTV on Saturday, August 4th. The series will share the real life challenges of men living with prostate and testicular cancer, and their experiences to maintain a positive quality of life.

Instagram has rolled out IGTV over the last month, providing its community of 1 billion the opportunity to watch long-form video, up to one hour in length, from within the Instagram app. The Movember Foundation is the first charity to launch an exclusive docu-series through Instagram, with a new video debuting daily on their channel for five days, starting August 4<sup>th</sup>.

"With Instagram's launch of IGTV to share longer-form content, it is the ideal platform to tell more emotional, engaging stories," said Jon Akerman, the Movember Foundation, Global Digital Director. "We created this series to share real life experiences of men that deal with the challenges of prostate and testicular cancer everyday, and to share the importance of quality of life with both the Movember community, as well as the larger Instagram network."

In a world where there is so much content published daily, it can be challenging sifting through to find the topics that are meaningful, informative, and impactful. That's why the Foundation is choosing IGTV to share some of the hard hitting factors affecting men, using it as a platform where men can go to get reliable, important information on their health.

Around 5.6 million men globally are facing life with a prostate cancer diagnosis. More than 330,000 men are living with, or beyond, testicular cancer. With more and more men being diagnosed, survival rates are improving, but a growing number are living with serious, sometimes life-altering side effects of their disease and its treatment. Many men don't realize they will face serious challenges in their sex life, relationships, and with their mental health.

"While we strive for better treatments and, ultimately, a cure, we must also recognize that men's quality of life is critically important," said Owen Sharp, Movember Foundation CEO. "We must address the challenges that men face as they live with and beyond a cancer diagnosis."

The first video will feature Alonzo, a man living with prostate cancer treatment side effects including incontinence and erectile dysfunction, and the coaching skills he uses to work through it. A new video will debut daily for five days, creating a series of short films with men sharing their lived experiences with prostate and testicular cancer. To watch, visit [Instagram.com/Movember](#).

For video content and imagery: [Download from Google Drive here](#).

**ENDS**

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#### **About the Movember Foundation:**

The Movember Foundation is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the Foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit [Movember.com](#).